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MUJERPROSPERA (WOMANPROSPER) CHALLENGE

A Regional Challenge to Advance Gender Equality in El Salvador, Guatemala, and Honduras

Women and girls, in all their diversity, often face extreme violence, limited economic opportunities, and harmful social norms that adversely affect their security and livelihoods in El Salvador, Guatemala, and Honduras. The United States Agency for International Development (USAID) and the United States Government prioritize economic security, safety, and health as basic rights. Research shows that when women have agency, safety, access to power, resources, and stable long-term income, they are well-positioned to be change agents in their home countries.

On January 3, 2022, as part of the Biden-Harris Administration's efforts to address the root causes of irregular migration, USAID's Gender Equality and Women's Empowerment Hub launched the MujerProspera (WomanProsper) Challenge, a regional challenge to advance gender equality in El Salvador, Guatemala, and Honduras.

Through this challenge, USAID sought innovative and impactful proposals that:

- **Advance Women's Economic Security** by improving working conditions and labor protections, recruitment, retention, promotion, and the advancement of women in dignified, stable work that results in increased access, productivity, and a fair and stable income in the workforce.
- **Address Harmful Gender Norms and Enable Safe Work Environments** through promoting positive gender norms, egalitarian attitudes and behaviors, a holistic safe working environment, and safe transportation to and from work, supportive of women's economic security and agency.

THE WINNERS

After reviewing nearly 400 applications, USAID is excited to announce the selection of nine winners of the MujerProspera Challenge. The winners will be part of a \$5 million USD portfolio to provide funding awards and technical assistance to nine winners advancing gender equality in El Salvador, Guatemala, and Honduras through women's economic security, employment, and entrepreneurship.

The winning organizations bring innovative and impactful solutions to promote women's decision-making, safety, and access to power, resources, fair and stable long-term income, and labor protections in the workplace. Seven of the nine winners are local partners, three are regional efforts, and all will leverage private sector support to advance women's economic security and address harmful gender norms, enabling safe work environments. Their intersectional approaches will root out systemic barriers and discrimination, addressing the needs of women and girls, particularly those from marginalized and underserved populations.

- In El Salvador, Guatemala, and Honduras, the **ZAMORANO PAN-AMERICAN AGRICULTURAL SCHOOL** will work with more than 1,500 women farmers and producers, as well as over 30 private sector organizations, to enhance women's agency in the workplace. Building on its current activities in Honduras, Zamorano will expand efforts in El Salvador and Guatemala to address gender norms that act as a barrier to women's engagement in agriculture.
- In El Salvador, Guatemala, and Honduras, the **BUSINESS FOUNDATION FOR SOCIAL ACTION** will work with 400 women to strengthen their agency and entrepreneurial skills, supporting 300 small and mid-sized businesses and 60 companies to promote a safe work environment and ensure women's economic security.
- In Guatemala and Honduras, the **COOPERATIVE FOR ASSISTANCE AND RELIEF EVERYWHERE** will work with financial partner Cargill to support 500 women food producers in peri-urban and urban areas of Cortes and Comayagua in Honduras and Chimaltanango and Quetzaltenango in Guatemala to increase their economic security through skill development, market linkages, and business networks in fish, meat, poultry, dairy, and vegetable production.
- In Guatemala, the **TIKONEL ASSOCIATION OF PRODUCTIVE DEVELOPMENT AND SERVICES** will strengthen the ability of Indigenous women producers of oyster mushrooms to increase their yields through skill-building, market connection, and value chain opportunities. The association will work with the Municipal Office of Food and Safety as well as local schools in 12 communities to implement this project.
- In Guatemala, the local office of **JUSTICE EDUCATION SOCIETY OF BRITISH COLUMBIA** will collaborate with the Survivors Foundation to build on an evidence-based approach to economic development for 300 women survivors of gender-based violence. The approach combines psychosocial support, technical skill development, and access to public legal education and information.
- In Guatemala, **NEW SUN ROAD** will collaborate with the Ixtatán Foundation's Guatemalan office to provide up to 1,000 Indigenous rural women in the western highland departments of Alta Verapaz and Huehuetenango with expanded access to internet-enabled and solar-powered community centers. They will support women entrepreneurs and their families through training in digital literacy, financial management, problem-solving, and business.
- In El Salvador, the women-led **ASSOCIATION MANY MORE** will work to close the digital literacy gap, enhancing economic opportunities and reducing the likelihood of migration for young women between the ages of 12 and 25. In partnership with the Salvador Chamber of Information and Communications Technologies and the Pan American Development Foundation, they will implement a comprehensive model for skill development and job creation in the high-demand information technology sector.

- In Honduras, the **COHONDUCAFÉ FOUNDATION** will work with 30 women coffee growers across three municipalities to establish a newly minted brand of coffee, using specialized knowledge of the local market supply chain, coffee processing, and commercialization to ensure stable income.
- In Honduras, the **GRAMEEN FOUNDATION** will engage 200 food insecure women and their partners in Indigenous and Afro-descendent communities to shift gender norms and power dynamics through a proven approach of engaging spouses and partners to champion women's business models, growth, and resilience. Through intrahousehold dialogues, this effort will enhance women's access to credit and financial services, promoting more equitable sharing of household responsibilities.

To learn more about the winners, visit the [MujerPropera Challenge webpage](#).